

# May Seminars

- Kitchener
- Waterloo
- Cambridge
- Starter Company Program
- Small Business Community Network (SBCN)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	<p><b>1</b> <b>Startup Business Basics –</b> Elmira Library 18:00-19:30</p> <p><b>CIP Incentives Info Session –</b> Waterloo 13:00-14:00</p>	<p><b>2</b> <b>Access to Professionals HR-</b> Kitchener 9:30-11:30 (by referral only)</p> <p><b>Access to Professionals Legal-</b> Waterloo 14:00-16:00 (by referral only)</p>	<p><b>3</b> <b>Financing for Small Business</b> Cambridge 17:00-18:30</p>	<p><b>4</b></p>
<p><b>7</b> <b>Summer Company Information Session</b> Waterloo 16:00-17:00</p>	<p><b>8</b> <b>Wave Accounting Workshop</b> Cambridge 9:00-12:30</p> <p><b>Startup Business Basics -</b> Kitchener 14:00-15:30</p> <p><b>Access to Professionals Etsy Sales &amp; Marketing-</b> Kitchener 9:30-11:30 (by referral only)</p>	<p><b>9</b></p>	<p><b>10</b> <b>Startup Business Basics –</b> Waterloo 10:00 – 11:30</p>	<p><b>11</b></p>
<p><b>14</b> <b>Business Plan Coaching</b> Kitchener 18:00-20:00</p>	<p><b>15</b> <b>Wave Accounting Workshop</b> Cambridge 9:00-12:30</p> <p><b>Access to Professionals Legal-</b> Kitchener 15:00-17:00 (by referral only)</p>	<p><b>16</b> <b>Startup Business Basics-</b> Kitchener 16:30-18:00 <b>SBCN 19:00-21:00</b></p> <p><b>Access to Professionals – Digital Marketing</b> Kitchener (by referral only) 16:30-18:00</p>	<p><b>17</b> <b>Startup Business Basics</b> Cambridge 17:00-18:30</p>	<p><b>18</b></p>
<p><b>21</b> <b>Victoria Day Office Closed</b></p>	<p><b>22</b> <b>Employees vs Subcontractors –</b> Cambridge 9:00-10:30</p>	<p><b>23</b> <b>Access to Professionals Accounting</b> Waterloo 9:30-11:30 am (by referral only)</p> <p><b>Startup Business Basics-</b> Kitchener 10:00-11:30</p> <p><b>Access to Professionals Accounting</b> Kitchener 9:30-11:30 (by referral only)</p>	<p><b>24</b> <b>Social Media for Small Business</b> Kitchener 14:30-16:00</p>	<p><b>25</b></p>
<p><b>28</b></p>	<p><b>29</b></p>	<p><b>30</b> <b>Startup Business Basics -</b>Kitchener 13:30-15:00</p>	<p><b>31</b> <b>Startup Business Basics –</b> Waterloo 10:00 – 11:30</p>	

### **Startup Business Basics**

**Facilitated by: WRSBC Staff**

Starting a new business venture? Learn the necessary steps to start your business! Including:

- how to assess your entrepreneurial readiness
- the various forms of business ownership
- government regulations
- the importance of a business plan
- forecasting cash flow
- identifying your target market
- when and why to register for HST

### **Access to Professionals**

**Facilitated by: WRSBC Staff**

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation. One-on-one consultations are by referral only and include:

- Legal - Giffen LLP Lawyers
- Accounting – AcCloud, MAC, Beverly Brown
- Etsy Online Sales/Marketing - Jessica Murphy, Rawkette
- Operations/Growth Consultant - Ada Y. Barlatt, OperationsAlly
- Social Media Marketing- Mallory Manchur, Mal&Co
- Digital Marketing – HoneyPot

Please contact our office to book an appointment; fee is refundable upon arrival for legal and accounting consultations only. To cancel, please contact us before noon on the Friday before the scheduled appointment. Cash payment is \$20+HST; online payment is \$22+HST.

### **SBCN Networking Group**

**Facilitated by: SBCN**

Welcome to the Small Business Community Network (SBCN) Relationship building • Networking with a purpose • Social media

We are your catalysts for continual growth and your connection to the business community across Canada. Enjoy business-to-business networking, mentoring, monthly seminars, special events and conferences, small business articles, videos, and broadcasts.

### **WAVE Accounting**

**Facilitated by: Anna Pilon**

Struggling to keep your bookkeeping and financing records up to date? This series of workshops is ideal for small business owners, freelancers, artists and professionals who want to maintain their records, send invoices from your phone, create a data base of customers, scan receipts, and generate timely reports through Wave Accounting. Wave Accounting is a free software recommended for small business.

### **Business Plan Coaching**

**Facilitated by: WRSBC**

A well-crafted business plan will inspire crucial research, clarify the business model, determine sales goals and expense caps, and ultimately answer the question about whether the business idea is viable. Learn more about writing your business plan in this informative two hour seminar.

### **Social Media for Small Business**

**Facilitated by: WRSBC Staff**

Whether you are brand new to Social Media or a total whiz - there is something for everyone in this workshop. Brianna Theurer from the Waterloo Region Small Business Centre walks you through simple strategies and exercises to grasp what small businesses need to do on social media to be successful. Her hands on seminar will surely leave you feeling ready to make your best post yet.

### **Employees vs Contractors**

This seminar will provide small business owners with information about hiring and terminating employees, the Employment Standards Act, the importance of proper employment contracts, the legal differences between employees and independent contractors and an overview of independent contractor agreements.

### **CIP Incentives Info Session (Waterloo)**

**Facilitated by: WRSBC & City of Waterloo**

This information session will cover information on financial incentives the City of Waterloo offers to property owners and small business owners through the Community Improvement Plan (CIP) project. These incentives include: Façade Improvement Grant; Study Grant; Commercial Building Improvement Loan; Fee Grant; Major Activity Grant; Minor Activity Grant and Parking Exemption Program.